

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Babcox Publications, Inc.		02/28/2006	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	Babcox Publications LLC
Street Address:	3550 Embassy Parkway
City:	Akron
State/Country:	OHIO
Postal Code:	44333
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	75046298	ADSCOPE
Serial Number:	75709358	AFTERMARKETNEWS.COM
Serial Number:	76229899	AFTERMARKETWORLD
Serial Number:	78707071	AUTOCAREPRONEWS
Serial Number:	76052781	AUTOMOTIVE REBUILDER
Serial Number:	76229894	BABCOX
Serial Number:	76052676	BODYSHOP BUSINESS
Serial Number:	76052780	BRAKE & FRONT END
Serial Number:	76052779	COUNTERMAN
Serial Number:	76400513	FLEET EQUIPMENT
Serial Number:	76052795	IMPORTCAR
Serial Number:	76521531	INTEGRATED COMMUNICATION SERVICES FOR THE AUTOMOTIVE AFTERMARKET
Serial Number:	78544851	P.A.R.T.S.

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Serial Number:	75706341	REBUILDER DIRECT
Serial Number:	78496860	SERVICIO AUTOMOTRIZ
Serial Number:	75159758	SERVING THE AUTOMOTIVE AFTERMARKET IS EVERYTHING WE DO
Serial Number:	78562954	TECHSHOP
Serial Number:	76052786	TIRE REVIEW
Serial Number:	76331096	TOMORROWS TECHNICIAN
Serial Number:	74701873	TRANSPORT TECHNOLOGY TODAY
Serial Number:	74703689	TRUKLINK
Serial Number:	74548249	UNDERHOOD SERVICE

CORRESPONDENCE DATA

Fax Number: (617)316-8263
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 6172390632
Email: agrandy@eapdlaw.com
Correspondent Name: Adam M. Grandy
Address Line 1: 111 Huntington Avenue
Address Line 2: Edwards Angell Palmer & Dodge LLP
Address Line 4: Boston, MASSACHUSETTS 02199

ATTORNEY DOCKET NUMBER:	200611-6
NAME OF SUBMITTER:	Adam M. Grandy
Signature:	/Adam M. Grandy/
Date:	03/07/2006

Total Attachments: 5
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made as of February 28, 2006 by Babcox Publications, Inc., an Ohio corporation ("Assignor"), to Babcox Publications LLC, a Delaware limited liability company ("Assignee").

WITNESSETH

WHEREAS, Assignor uses, or has a bona fide intent to use, the trademarks and service marks listed on Schedule I (hereinafter referred to as the "Marks"), and has registered and/or submitted applications to register the Marks in the United States Patent and Trademark Office.

WHEREAS, pursuant to a Contribution Agreement by and between Assignor and Assignee, dated as of February 28, 2006 (the "Contribution Agreement"), Assignor desires to contribute and assign to Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, in consideration of the foregoing premises, the mutual covenants and agreements contained in the Contribution Agreement and the covenants and agreements in this Assignment and to induce Assignee to consummate the transactions contemplated by the Contribution Agreement, Assignor agrees as follows:

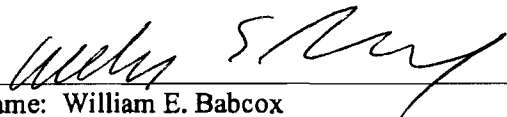
1. Assignor hereby sells, assigns, transfers and delivers to Assignee, its successors and assigns, the entire and exclusive right, title and interest in and to the Marks and the applications and registrations therefor, together with the goodwill of the business symbolized by the Marks, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, together with all claims for damages by reason of past infringement of the Marks, with the right to sue for and collect on such claims for its own use and enjoyment, and for the use and enjoyment of its successors and assigns.

2. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, or other proper governmental authority, whose duty it is to issue trademarks or other evidence or forms of intellectual property protection or applications as aforesaid, to issue the same to Assignee and its successors, assigns and other legal representatives in accordance with the terms of this instrument.

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IN WITNESS WHEREOF, Assignee has executed this Trademark Assignment on the date first above written.

BABCOX PUBLICATIONS, INC.

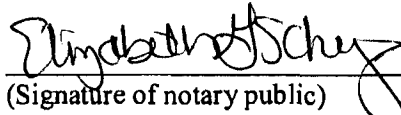
By: 
Name: William E. Babcox
Title: President

ACKNOWLEDGMENT

STATE OF OHIO

COUNTY of Summit

On this 20th day of February 2006, before me personally appeared William E. Babcox, the person who signed this instrument and who acknowledged that he signed it as a free act on behalf of Babcox Publications, Inc. with authority to do so.


(Signature of notary public)

My commission expires: —



Elizabeth Schultz, Attorney at Law
Resident Summit County
Notary Public, State of Ohio
My Commission has no Expiration date
Sec 147.03 RC

(Trademark Assignment)

**Schedule I
to Trademark Assignment**

TRADEMARKS

MARK	COUNTRY	REGISTERED OR PENDING	SERIAL NUMBER	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	STATUS	OWNER
ADSCOPE	U.S.	Registered	75/046,298	22-Jan-96	2,216,812	12-Jan-1999	Renewal Due January 12, 2009	Babcox Publications, Inc.
AFTERMARKETNEWS.COM	U.S.	Registered	75/709,358	17-May-99	2,312,715	25-Jan-2000	Renewal Due January 25, 2010	Babcox Publications, Inc.
AFTERMARKETWORLD	U.S.	Registered	76/229,899	26-Mar-01	2,612,156	27-Aug-2002	Affidavit of Use due August 27, 2008	Babcox Publications, Inc.
AUTOCAREPRONWS	U.S.	Pending	78/707,071	6-Sep-05			Newly filed application, not yet assigned to Examiner	Babcox Publications, Inc.
AUTOMOTIVE REBUILDER	U.S.	Registered	76/052,781	22-May-00	2,479,640	21-Aug-2001	Affidavit of Use due August 21, 2007	Babcox Publications, Inc.
BABCOX AND DESIGN	U.S.	Registered	76/229,894	26-Mar-01	2,638,646	22-Oct-2002	Affidavit of Use due April 22, 2009	Babcox Publications, Inc.
BODYSHOP BUSINESS	U.S.	Registered	76/052,676	22-Mar-00	2,479,638	21-Aug-2001	Affidavit of Use due August 21, 2007	Babcox Publications, Inc.

MARK	COUNTRY	REGISTERED OR PENDING	SERIAL NUMBER	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	STATUS	OWNER
BRAKE & FRONT END	U.S.	Registered	76/052,780	22-May-00	2,479,639	21-Aug-2001	Affidavit of Use due August 21, 2007	Babcox Publications, Inc.
COUNTERMAN	U.S.	Registered	76/052,779	22-May-00	2,449,237	8-May-2001	Affidavit of Use due May 8, 2007	Babcox Publications, Inc.
FLEET EQUIPMENT	U.S.	Registered	76/400,513	26-Apr-02	2,709,020	22-Apr-2003	Affidavit of Use due April 22, 2009	Babcox Publications, Inc.
IMPORT CAR	U.S.	Registered	76/052,795	22-May-00	2,479,641	21-Aug-2001	Affidavit of Use due August 21, 2007	Babcox Publications, Inc.
INTEGRATED COMMUNICATION SERVICES FOR THE AUTOMOTIVE AFTERMARKET	U.S.	Registered	76/521,531	9-Jun-03	2,982,591	9-Aug-2005	Affidavit of Use Due August 9, 2011	Babcox Publications, Inc.
P.A.R.T.S	U.S.	Registered	78/544,851	10-Jan-05	3,022,286	29-Nov-2005	Affidavit of Use due May 29, 2015	Babcox Publications, Inc.
REBUILDER DIRECT	U.S.	Registered	75/706,341	14-May-99	2,443,358	10-Apr-2001	Affidavit of Use due April 10, 2007	Babcox Publications, Inc.
SERVICIO AUTOMOTRIZ	U.S.	Registered	78/496,860	8-Oct-04	3,042,979	10-Jan-2006	Awaiting confirmation from our Mexican Associate	Babcox Publications, Inc.
SERVICIO AUTOMOTRIZ	Mexico	Pending						

MARK	COUNTRY	REGISTERED OR PENDING	SERIAL NUMBER	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	STATUS	OWNER
SERVING THE AUTOMOTIVE AFTERMARKET IS EVERTHING WE DO	U.S.	Registered	75/159,758	3-Sep-96	2,093,118	2-Sep-1997	Renewal Due September 2, 2007	Babcox Publications, Inc.
TECH SHOP	U.S.	Registered	78/562,954	8-Feb-05			Suspended per suspension notice dated October 7, 2005	Babcox Publications, Inc.
TIRE REVIEW	U.S.	Registered	76/052,786	22-May-00	2,487,786	11-Sep-2001	Affidavit of Use due September 11, 2007	Babcox Publications, Inc.
TOMORROW'S TECHNICIAN	U.S.	Registered	76/331,096	29-Oct-01	2,660,796	10-Dec-2002	Affidavit of Use due December 10, 2008	Babcox Publications, Inc.
TRANSPORT TECHNOLOGY TODAY	U.S.	Registered	74/701,873	17-Jul-95	1,976,815	28-May-1996	Renewal Due May 28, 2016	Babcox Publications, Inc.
TRUCKLINK	U.S.	Registered	74/703,689	20-Jul-95	2,051,502	8-Apr-1997	Renewal Due April 8, 2007	Babcox Publications, Inc.
UNDERHOOD SERVICE	U.S.	Registered	74/548,249	13-Jul-94	1,946,137	2-Jan-1996	Renewal Due January 2, 2016	Babcox Publications, Inc.